

IT Professional Technical Services

SITE Program

T#:14ATM

Request for Offers (RFO)

For Technology Services

Issued By

Minnesota Housing Finance Agency

Project Title: CRM Project - Data and Integration

Category: Architecture

Business Need

Minnesota Housing is seeking an experienced CRM Solutions Architect to serve as a technical lead overseeing a CRM project with customer data and integration architecture. The purpose of this project is to improve business ecosystems and develop a CRM model that aligns with the agency's data strategy and information architecture. This position requires experience and knowledge of Salesforce.com and Force.com platforms. The contractor will be responsible for data flow design, development data conversion and migration routines and data validation, data mapping, and development of integration services.

Project Deliverables

Minnesota Housing has developed complex and disparate systems across the agency. A Customer Relationship Management (CRM) system to integrate many of these systems is crucial to the success and achievement of Minnesota Housing's mission for affordable housing. The CRM Solutions Architect will help the agency's initiatives by delivering the following:

- Create an entity model to align with Minnesota Housing's data strategy
- Provide a single entry point of access to essential information and conduct business processes
- Enhance customer experience with user-friendly access to information and completion of business transactions
- Provide employees visibility and access to vital data and processes through one tool
- Allow for the creation of process automation through workflows, escalation management, data visibility rules, and audit functionality
- Create campaign, opportunity, and lead management modules

Project Environment

- Staff descriptions:
 - 10 project team members
 - Contractor will work with current data strategy team

Project Requirements

- Create documentation for CRM Ecosystem
- Help with Knowledge Management, ensuring proper cross training is provided to remove single source dependencies
- Partner across teams to ensure the solution fits in with broader application architecture and aligns with enterprise architecture
- Work across functional teams to create solutions; understanding business ecosystem and applying technical direction
- Compliance with the Statewide Enterprise Architecture
- Compliance with applicable industry/organization standards

Responsibilities Expected of the Selected Vendor

Vendor should submit experienced and qualified candidates

Required Skills (to be scored as pass/fail)

Technology Experience Required	Years of Experience
Data Management Tools Acceptable Examples Include: PowerDesigner, Oracle TOAD, SAS, Tableau or equivalent	8
Business Intelligence Tools Acceptable Examples Include: Pentaho, SiSense or equivalent	5
Enterprise Integration and ETL Tools Acceptable Examples Include: Pentaho, Oracle Warehouse Builder, SSIS or equivalent	5

Desired Skills

Technology Experience Required	Years of Experience
CRM Certification – Salesforce or equivalent	
Oracle 11g Integration	3+
VisualStudio.NET	3+

Process Schedule

Deadline for Questions	05/08/2015, 4:00 p
Anticipated Posted Response to Questions	05/13/2015, 4:00 p
Proposals due	05/15/2015, 4:00 p
Anticipated proposal evaluation begins	05/18/2015, 4:00 p
Anticipated proposal evaluation & decision	05/22/2015, 4:00 p

Questions

Any questions regarding this Request for Offers should be submitted via e-mail according to the date and time listed in the process schedule to:

Name: Chris Larson
Organization: Minnesota Housing
Email Address: chris.larson@state.mn.us

Questions and answers will be posted via an addendum to the RFO on the Office of MN.IT Services website (<http://mn.gov/buyit/14atm/rfo/active.html>) according to the process schedule above.

Other persons ARE NOT authorized to discuss this RFO or its requirements with anyone throughout the selection process and responders should not rely on information obtained from non-authorized individuals. If it is discovered a Responder contacted other State staff other than the individual above, the responder's proposal may be removed from further consideration.

The STATE reserves the right to determine if further information is needed to better understand the information presented. This may include a request for a presentation.

RFO Evaluation Process

- Experience (50%)
- Desired Skills (10%)
- References (10%)
- Cost (30%)

This Request for Offers does not obligate the state to award a work order or complete the assignment, and the state reserves the right to cancel the solicitation if it is considered to be in its best interest. The Organization reserves the right to reject any and all proposals.

Submission Format

The proposal should be assembled as follows:

1. Cover Page

Vendor Name
Vendor Address
Vendor City, State, Zip
Contact Name for Vendor
Contact's direct phone/cell phone (if applicable)
Contact's email
Resource Name being submitted

2. Overall Experience:

1. Provide narrative, including companies and contacts where your resource has demonstrated the required skills as previously noted. If pass/fail requirements are not met, the State reserves the right to discontinue further scoring of the proposal.
2. Points will also be awarded based on the desired skills noted above. Provide one paragraph which highlights the resource's desired skills noted above.
3. Attach a resume(s) for proposed resource(s) in addition to the narrative description. Be certain the resume has dates of work and notes whether the resource was an employee or consultant.
4. Also include the name of 3 references who can speak to the resources work on a similar project. Include the company name and address, reference name, reference email, reference phone number and a brief description of the project this resource completed.

3. Cost Proposal

1. The range for the bill rate \$100-165 and fully burdened and includes travel and housing costs. Vendor must submit a bill rate with submission under separate cover.

4. Conflict of interest statement as it relates to this project

5. Additional Statement and forms:

required forms to be returned or additional provisions that must be included in proposal

1. Affirmative Action Certificate of Compliance (if over \$100,000, including extension options) <http://www.mmd.admin.state.mn.us/doc/affaction.doc>
2. Equal Pay Certificate Form (if proposals exceeds \$500,000, including extension options) <http://www.mmd.admin.state.mn.us/doc/equalpaycertificate.doc>
3. Affidavit of non-collusion <http://www.mmd.admin.state.mn.us/doc/noncollusion-2.doc>
4. Certification Regarding Lobbying (if over \$100,000, including extension options) <http://www.mmd.admin.state.mn.us/doc/lobbying.doc>
5. Veteran-Owned/Service Disabled Veteran-Owned Preference Form (if applicable) <http://www.mmd.admin.state.mn.us/doc/vetpref.doc>
6. Resident Vendor Form (if applicable) <http://www.mmd.admin.state.mn.us/doc/residentvendorform.doc>

Proposal Submission Instructions

- Response Information:
 - Submit responses via email to: Chris Larson, Minnesota Housing at chris.larson@state.mn.us
 - Put “[Candidate Name] – CRM Solutions Architect” as the email subject line.
- Submissions are due according to the process schedule previously listed.
- **A copy of the response must also be sent to MNIT.SITE@state.mn.us for vendor performance tracking.**
- **You must submit an email with your response or email notification that you will not respond to MNIT.SITE@state.mn.us. Failure to do either of these tasks will count against your program activity and may result in removal from the program.**

General Requirements

Proposal Contents

By submission of a proposal, Responder warrants that the information provided is true, correct and reliable for purposes of evaluation for potential award of this work order. The submission of inaccurate or misleading information may be grounds for disqualification from the award as well as subject the responder to suspension or debarment proceedings as well as other remedies available by law.

Liability

Indemnification

In the performance of this contract by Contractor, or Contractor’s agents or employees, the contractor must indemnify, save, and hold harmless the State, its agents, and employees, from any claims or causes of action, including attorney’s fees incurred by the state, to the extent caused by Contractor’s:

- 1) Intentional, willful, or negligent acts or omissions; or
- 2) Actions that give rise to strict liability; or
- 3) Breach of contract or warranty.

The indemnification obligations of this section do not apply in the event the claim or cause of action is the result of the State’s sole negligence. This clause will not be construed to bar any legal remedies the Contractor may have for the State’s failure to fulfill its obligation under this contract.

Disposition of Responses

All materials submitted in response to this RFO will become property of the State and will become public record in accordance with Minnesota Statutes, section 13.591, after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when the government entity has completed negotiating the contract with the selected vendor. If the Responder submits information in response to this RFO that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minn. Stat. § 13.37, the Responder must: clearly mark all trade secret materials in its response at the time the response is submitted, include a statement with its response justifying the trade secret designation for each item, and defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the State's award of a contract. In submitting a response to this RFO, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State.

The State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

Conflicts of Interest

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Materials Management Division ("MMD") which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to MMD, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve the State's rights.

IT Accessibility Standards

All documents and other work products delivered by the vendor must be accessible in order to conform with the State Accessibility Standard. Information about the Standard can be found at: <http://mn.gov/oet/programs/policies/accessibility/>.

Nonvisual Access Standards

Nonvisual access standards require:

1. The effective interactive control and use of the technology, including the operating system, applications programs, prompts, and format of the data presented, are readily achievable by nonvisual means;
2. That the nonvisual access technology must be compatible with information technology used by other individuals with whom the blind or visually impaired individual must interact;

3. That nonvisual access technology must be integrated into networks used to share communications among employees, program participants, and the public; and
4. That the nonvisual access technology must have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network services used by persons who are not blind or visually impaired.

Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group Businesses and individuals submitting proposals as prime contractors will receive a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged Businesses and individuals submitting proposals as prime contractors will receive a six percent preference in the evaluation of their proposal. Eligible TG businesses must be currently certified by the Materials Management Division prior to the solicitation opening date and time. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by email at mmdhelp.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Veteran-Owned Preference

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent preference on state procurement to **certified small businesses** that are **majority-owned and operated by veterans**.

In accordance with Minn. Stat. § 16C.19 (d), a veteran-owned small business, the principal place of business of which is in Minnesota, is certified if it has been verified by the United States Department of Veterans Affairs as being either a veteran-owned small business or a service disabled veteran-owned small business, in accordance with Public Law 109-461 and Code of Federal Regulations, title 38, part 74.

To receive a preference the veteran-owned small business must meet the statutory requirements above by the solicitation opening date and time.

If you are claiming the veteran-owned preference, **attach documentation, sign and return the Veteran-Owned Preference Form with your response to the solicitation**. Only eligible veteran-owned small businesses that meet the statutory requirements and provide adequate documentation will be given the preference.

Foreign Outsourcing of Work Prohibited

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.

Work Force Certification

For all contracts estimated to be in excess of \$100,000, responders are required to complete the Affirmative Action Certificate of Compliance and return it with the response. As required by Minnesota Rule 5000.3600, "It is hereby agreed between the parties that Minnesota Statute § 363A.36 and Minnesota Rule 5000.3400 - 5000.3600 are incorporated into any contract between these parties based upon this specification or any modification of it. A copy of Minnesota Statute § 363A.36 and Minnesota Rule 5000.3400 - 5000.3600 are available upon request from the contracting agency."

Equal Pay Certification

If the Response to this solicitation could be in excess of \$500,000, the Responder must obtain an Equal Pay Certificate from the Minnesota Department of Human Rights (MDHR) or claim an exemption prior to

contract execution. A responder is exempt if it has not employed more than 40 full-time employees on any single working day in one state during the previous 12 months. Please contact MDHR with questions at: 651-539-1095 (metro), 1-800-657-3704 (toll free), 711 or 1-800-627-3529 (MN Relay) or at compliance.MDHR@state.mn.us.